

Abstract

Title: Marketing mix of 1. FK Příbram and proposals for its improvement

Targets: A thorough analysis of the individual parts of the sports club's marketing mix and then a proposal of suitable measures or processes that would lead to greater satisfaction of fans as a result of improving the marketing mix.

Methods: An interview is used to find out information about the marketing mix. There is a case study used to analyze current marketing mix. Analysis of the conditions is carried out with the aid of PEST analysis, Porter's model of five forces, and analysis of resources. SWOT analysis is applied to synthesize previous analyzes.

Results: The study revealed deficiencies in the area of marketing and Marketing mix of 1. FK Příbram. The greatest gaps can be seen in the branch of outdoor advertising, merchandising and tickets price list to match.

Key words: marketing, marketing mix, 1. FK Příbram, sports marketing